FINAL REPORT

19970013

AGRICARTA - AN INTEGRATED ELECTRONIC INFORMATION SYSTEM FOR SASKATCHEWAN'S AGRI-FOOD INDUSTRY

March 2000
Funded by the Agri-Food Innovation Fund

Prepared by: AgInfoNet Inc.

AGRI-FOOD INNOVATION FUND

Canada

Saskatchewan

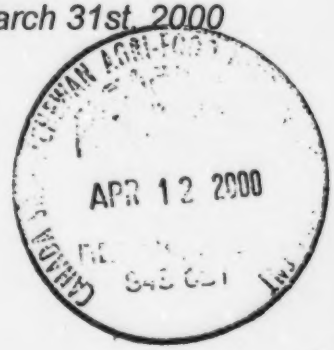
102-06382/

AgriCarta -

An Integrated Electronic Information System
for
Saskatchewan's Agri-Food Industry

Final Funding Submission and Project Report #8

An Update on Project Progress and Results as of March 31st, 2000



Submitted to:

Ron Kehrig
Agri-Food Innovation Fund

Submitted by:

Saskatchewan AgInfoNet, Inc.

Date:

March 31, 2000

1.0 Summary

AgriCarta is an agricultural information retrieval system on the Internet, which brings the advantages of emerging information technologies to the agricultural community in Saskatchewan. The objective of AgriCarta is to provide information and services to Saskatchewan producers in order to reduce access costs, enhance timeliness, enhance decision-making support, and improve access to markets and market information.

AgriCarta has been operational on the Internet since late November of 1997. There have been, and continues to be, ongoing enhancements to the On-Line service. This past winter major efforts went into improving and expanding the information contained in AgriCarta. Since November, the number of links to specific documents has increased from 5080 to 6215. We have also included links from AgriCarta's home page to specific AgInfoNet products and services including Warren's Farm and Ranch Directory, Ag. Industry Links, On-Line Catalogue, Buy and Sell and MAINstreet. These links provide a path from information gathering and research, through to finding products and services.

We have also provided links to our major sponsors and contributors of information and these include Saskatchewan Agriculture, Manitoba Agriculture, Alberta Agriculture, the University of Saskatchewan and AFIF. The "looks" of AgriCarta, the On-Line Catalogue and Warren's Farm and Ranch Directory have also been updated, and major improvements were made to the Ag. Industry Links area to make it easier for producers to find products and services.

Site improvements on AgInfoNet complement those on AgriCarta and include negotiating a new contract with Environment Canada to provide additional information to our users, changes to the format of the "Markets" area to increase content and make it more user friendly as well as improvements to the "Ag Events" area. A number of changes that have been carried out are a result of feedback received from producers during the 1999 trade show season.

The AFIF E-Commerce initiative (Activity 5) has been completed. AgInfoNet's Business Centre has been developed and was launched in November 1999.
IBM's net.commerce software has been implemented and "MAINstreet", the On-Line mall for agriculture, was launched in March 2000. The launch of MAINstreet coincided with AgInfoNet's conference "E-Business for Agriculture – It's Here" and proved to be an excellent audience to market the benefits of MAINstreet.

We track statistics on the usage of the AgriCarta service and are able to report that:

- From November 1999 to February 2000, AgriCarta has been visited approximately 67,313 times (based on WebTrends statistics).
- Currently 30 moderated subject areas and 6,215 links to information are organized in AgriCarta.
- There was a 50% awareness of AgriCarta among Saskatchewan farmers who have an Internet connection. (April 1999 survey)

- Producer groups are becoming more involved with additional participants continually being developed.
- Warren's Farm and Ranch Directory On-Line received 2652 queries from November 1999 to February 2000 (promotion of this service is largely the responsibility of WF&RD).

Further, we are able to report that:

- The On-line Catalogue service, completed in November 1998 now has twenty vendors and 64 products. There are also seven members listed under the affiliates program of the On-Line catalogue.
- We are currently conducting a survey on AgriCarta to obtain background information on our users and to determine how we can improve AgriCarta to better meet the needs of our audience.
- We are in the process of automating a system where potential Resource Specialists can "sign-up" On-Line to reduce the amount of time and effort required to recruit and train new Resource Specialists.
- Significant effort is now going into the sustainability of the services developed under these AFIF contracts. The non-profit Saskatchewan AgInfoNet Inc. has licensed certain assets to the for profit AgInfoNet Canada Corporation, and Aginfonet Canada Corporation has therefore accepted certain expense obligation to keep the Aginfonet.com website operational and in fact, to continue to expand its usefulness to Saskatchewan farmers. It has also agreed to continue to provide certain services for free to Saskatchewan farmers. Aginfonet Canada Corporation will be in a position to support ongoing overhead to enable these website services to continue.
- In order to sustain and continue to grow AgriCarta we are in the process of seeking additional sponsors of the project and/or selling advertising on AgriCarta to generate revenue.

2.0 Technical Report

2.1 Background and Objectives

AgInfoNet submitted a project proposal to AFIF on October 15, 1996 titled "Agricultural Association Information and Program Delivery Through Interactive On-Line Technologies." In early 1997, AgInfoNet was asked by AFIF to consider managing a much larger, but somewhat similar project. Called AgriCarta, the project was for the development of a comprehensive agricultural information retrieval system using the Internet.

A proposal for "AgriCarta - An Integrated Electronic Information System for Saskatchewan's Agri-Food Industry" was accepted by the AFIF Board in April 1997. Detailed project plans were prepared by AgInfoNet and submitted in May to the AFIF Secretariat. A contract was signed in early July and work began immediately.

The project's objectives are to:

1. build a user friendly, interactive, effective and efficient structure for the access of information relevant to the Saskatchewan producer,
2. create a self sustaining, industry model for the provision and upkeep of information,
3. create a business tool for the use of the Saskatchewan producer,
4. encourage the use of information technologies, and
5. demonstrate leadership in the application of information technologies in the agricultural industry.

2.2 Project Activities, Achievements, Papers Written

Activity 1 is complete. Warren's Farm and Ranch Directory / AgInfoNet On-Line went "live" on the AgInfoNet site in the first week of September 1997, as per the project plan.

Activity 2, the AgriCarta Design Structure, is complete. The prototype of AgriCarta was presented to the project steering group on September 19, 1997. A "thumbs up" was given to proceed with the development of the production version.

Activity 3, the Development of AgriCarta and Linkages to Existing Website Information is complete. In the summer of 1997, two students were hired to conduct content searches for agricultural links and approximately 2000 were catalogued. A server was leased from SaskTel to house AgriCarta.

Under Activity 3, the following initial producer groups worked with us to manage their content areas of expertise:

1. Saskatchewan Alfalfa Seed Producers Association
2. Saskatchewan Canola Growers Association
3. Saskatchewan Winter Cereal Growers
4. Farm Woodlot Association of Saskatchewan
5. Saskatchewan Cattle Feeders Association

In the fall of 1997, an AgriCarta brochure was produced for the marketing of AgriCarta. Over 1,000 were distributed at Agribition and over 10,000 were distributed in December 1997 to AgInfoNet members for their brochure displays at their places of business, or were sent out through member mailouts, or distributed in member conference kits.

AgriCarta was "launched" on AgInfoNet's website on November 26, 1997, during Agribition. As well it was demonstrated to the board of AFIF on November 26, 1997.

We established approximately 800 catalogued links within AgriCarta by the end of November. Between December 1997 and March 1998 search capabilities were added with the use of the "Webinator" Search Engine. An additional 400 links were established.

Activity 4 got under way in January 1998, with the signing of a second contract. A part-time student was used to add content to AgriCarta in January and February.

We received direction from the AFIF board in January 1998 about changes to AgriCarta regarding recognition and visual identity and these were made on the site.

An agriculture graduate was hired beginning February 1, 1998 as an agricultural content specialist. Faith Martin works closely with producer groups and continues to identify enhancements for the AgriCarta service and to help AgInfoNet's long-term sustainability.

A second agrologist was hired August 10, 1998 as an agricultural content specialist. Terri-Lynn Holownia is working with additional producer organizations.

Both Faith and Terri-Lynn oversee the quality of the content and the organizational structure of AgriCarta.

A comments section, news area and other features on AgriCarta were launched in April of 1998.

AgriCarta had a presence at the 1998 Farm Progress Show and the 1998 Agribition using a new booth and display.

Regular meetings of an advisory group for AgriCarta continued with meetings held in March, June and November of 1998 and in March and December of 1999. (The final group meeting was held on December 3, 1999 because the group and the AgInfoNet board felt they had achieved their goals). The working group of AFIF also reviewed progress to date on February 23, 1998 and September 29, 1998.

For the first year of the project, a number of meetings were held with AIMS and Fieldstone Marketing and Public Relations about their complementary activities under AFIF. Regular meetings have continued with AIMS concerning assisting each other with AFIF activities.

Research was conducted regarding the "e-commerce" components of AgriCarta and a detailed project plan for Activity 5 was prepared and submitted at the end of May for the consideration of the AFIF board in October, 1998. Approval was received to proceed in December 1998.

In the summer of 1998 three summer students were hired to add content and links to AgriCarta.

In August 1998, Ken Pedersen, an agrologist with Saskatchewan Agriculture and Food, was assigned to help build and manage AgriCarta content. Ken only worked on this project for a couple of months due to his health condition.

In January 1999, two co-op students from the University of Regina were hired to build content into AgriCarta and to research additional links.

A new feature called the Processors, Dealers and Suppliers Registry linking AgriCarta content to Ag business was built and launched in the fall of 1998.

An On-Line Catalogue was built for AgriCarta participants and AgInfoNet members, in preparation for the development of an e-store. It was also launched in the fall of 1998.

Business development and marketing plans for the fall/winter of 1998/1999 were developed to provide the action items for fall and winter promotion, speaking engagements and meetings. With two agrologists now on staff for AgriCarta, an extensive extension program was developed and completed.

Work on chat areas, discussion groups and email services in AgriCarta were put on hold because a survey of AgriCarta participants did not indicate a high level of interest. We are now focusing our activities on improving the content and organization of AgriCarta, and on new e-commerce services.

In May 1999, one University of Regina Co-op student agreed to continue his work term until the end of August 1999.

A commitment has been made to work more closely with Alberta and Manitoba (through government, universities, trade shows).

The addition of new categories to AgriCarta and changes to existing categories was completed in July 1999.

The "Value Add" category of AgriCarta was removed in September 1999 due to a lack of information available. The information from this category has been placed within the remaining AgriCarta category structure. Due to an increased interest in the "Value Add" subject, as well as increased content accessible on the Internet, the "Value Add" category was added back to the site on March 1st, 2000.

The Business Registry has been consolidated with AgInfoNet's members' directory and is now called "Ag Industry Links" based on a reassessment of industry interest and to lower administration (and ongoing) costs.

Significant improvements to the "Buy and Sell" area on AgInfoNet have been made to accommodate the constantly growing number of users. The "Buy and Sell" area is now database driven and it is much easier for AgInfoNet staff to manage as well as users to edit/delete their own ads. Both the "Ag Industry Links" and "Buy and Sell" areas are extensions of AgriCarta, as part of the effort to link information to products and services.

AgInfoNet negotiated a new contract with Environment Canada effective January 2000. The "weather" feature now provides weather forecasts for all of Canada, with a significant increase in the number of towns/cities for each province. In addition to the Radar Maps and Satellite Images, "Current Jetstream" information is also provided.

Significant changes were made to the "Markets" area of AgInfoNet. The format has been modified to make it easier to locate information and a number of links have been added to give the area more of a "Canadian" focus.

The Ag Events area was modified to include more Canadian Events and a standard format has been developed to add events for our "Affiliates".

A Resource Specialist Banner Ad has been added to the home page of AgriCarta to increase the profile of Resource Specialists, and to encourage industry participation.

Under Activity 5, the planning and development of the AgInfoNet Business Centre began in July 1999. Net.commerce software was purchased from IBM. An agreement with CUETS was signed to use their payment gateway services, allowing visitors of the site to purchase products and services On-Line in a secure environment. The AgInfoNet Business Centre was developed with six products and services being offered. Encryption security was purchased from VeriSign. The AgInfoNet Business Centre was launched in November 1999. We are currently offering five products/services in the Business Centre.

A new and updated AgriCarta "look", including the AgriCarta logo, was launched in February 2000. With the new look, we also added logos of our major content providers to the home page of AgriCarta. Currently, we have logos for Saskatchewan Agriculture and Food, Manitoba Agriculture, Alberta Agriculture, University of Saskatchewan and AFIF. Links to a number of AgInfoNet's products and services have also been added to AgriCarta's home page including Warrens Farm and Ranch Directory, Ag. Industry Links, On-Line Catalogue, Buy and Sell and MAINstreet.

With the experience and associated infrastructure in place, the Business Centre provided a framework to build an industry "mall" for agri-business and to further demonstrate the use of these technologies. MAINstreet Marketplace was launched in March 2000. It essentially allows agricultural businesses to become a member of the mall and have a link from the mall to their store. Initially, three stores were to be included in the launch of MAINstreet, but due to unexpected delays (i.e. setting up merchant accounts with CUETS), "Last Mountain Berry Farms" was the only store to be a part of the mall for the launch.

On March 23, 2000 AgInfoNet hosted a successful one day conference in Saskatoon titled "E-Business for Agriculture – It's Here" to encourage agribusiness to use the Internet. The launch of MAINstreet coincided with the conference and those in attendance proved to be an excellent audience in which to market the benefits of MAINstreet.

These area improvements will result in more traffic and revenue to the Aginfonet.com website, which in turn helps to keep the AgriCarta service viable.

At this time the following initiatives are underway on the AgInfoNet.com website to encourage continued and greater usage:

We are currently conducting a survey on AgriCarta to obtain background information on our users and to determine how we can improve AgriCarta to better meet the needs of our audience. The survey is being conducted by I-Tracks (Interactive Tracking Systems) out of Saskatoon and is scheduled to run from March 20th to April 30th, 2000.

We are in the process of automating a system where potential Resource Specialists can "sign up" On-Line; to reduce the amount of time and effort required recruiting and training new Resource Specialists.

With the recent launch of MAINstreet we are working to promote the mall and attract new Agribusinesses to utilize the mall as a marketing strategy for their business operations.

2.3 Further Development

Other Opportunities

We saw the opportunity to expand the scope and impact of the IT projects funded by AFIF, and pursued a number of possibilities including discussion groups, chat and list servers for Ag associations. However, these groups have not identified the demand for these services.

AgInfoNet considered working with the Saskatchewan Research Council, or some other group, to create an On-Line trading service (such as OPIS; Organic Produce Listing Service), but these groups have either not seen the opportunity to work with us or are focused in other areas.

Also, past efforts have been largely focussed on the producer, but now we see it's time to focus more on encouraging Agribusiness to use the Internet. Two successful e-business conferences were held (March 10, 1999 in Regina and March 23, 2000 in Saskatoon) to partially address this need. The 1999-2000-field program plan called for attendance at a number of major tradeshows and events in Alberta, Saskatchewan and Manitoba. A display booth was only set up at a select number of these shows. In the upcoming season, more emphasis will be put towards working with Agbusinesses to encourage them to "do business on the 'net", and to participate in our e-commerce initiatives.

We have forwarded an updated proposal to Agriculture and AgriFood Canada about sponsoring the development of an On-Line conference management centre as an On-Line service that can be offered to the industry. However, they were unable to provide approval to us in time to complete the project, as they required.

To sustain and continue to grow AgriCarta beyond AFIF funding we are in the process of seeking additional sponsors of AgriCarta and/or selling advertising on AgriCarta to generate revenue.

2.4 Information on Project Deliverables and Performance Indicators

Update as of March 31, 2000:

AgriCarta continues to be a popular feature of the Aginfonet.com website. In February 2000, AgriCarta received 18,974 "user sessions" or "visitors". Over 67,000 "visitors" went to AgriCarta from November 1999 to February 2000.

Warren's Farm and Ranch Directory (WF&RD) has been on the Internet for more than two years. There were 2,652 queries of this service between November 1999 and February 2000. Warren's Farm and Ranch Directory staff continue to promote the On-Line version of their directory at tradeshows and the new publication this winter features new ads for AgInfoNet and the On-Line version. This promotional effort continues through our relationship with Warren's Farm and Ranch Directory.

Meetings with Warren's Farm & Ranch Directory were held in September 1999 to discuss a new contractual agreement to ensure the long-term viability of Warren's Farm & Ranch Directory/AgInfoNet On-Line. Negotiations regarding this contract were put on hold late in November of 1999 because Warren's Farm & Ranch Directory were in discussions with another party about the sale of the business. In late March of 2000 we were told the business had been sold to DirectWest. We are now into negotiations over the ownership of the On-Line version of Warren's Farm & Ranch Directory, and the on-going relationship with AgInfoNet.

Increase in memberships to AgInfoNet

AgInfoNet continues to receive new memberships from industry and membership is currently at 158. There have been some members leave for a variety of reasons, therefore the number has been relatively constant for the last while.

Feedback from comments from the AgInfoNet Website

Feedback received on the AgInfoNet site is monitored for AgriCarta.

Revenue generated by AgInfoNet to support self sufficiency

We continue to discuss our business arrangement with Warren's Farm and Ranch Directory (WF&RD) to increase revenue to sustain the service into the future.

It has been proposed that WF&RD pay a percentage of their gross revenue to AgInfoNet, as recognition of the value of the On-Line Directory and to ensure its long-term viability. AgInfoNet will in turn provide infrastructure (e.g. server space, technical support), design enhancements and joint promotional efforts for the On-Line Directory.

AgInfoNet has a business arrangement with Aginfonet Canada Corporation to ensure certain services continued to be offered On-Line to Saskatchewan producers, including AgriCarta.

Other activities towards self-sufficiency include: pursuit of other strategic alliance partners; the re-launch of AgInfoNet's website in November 1999 to include e-commerce services, with new opportunities for partnering, sponsorship and advertising; and an aggressive marketing and public relations strategy to position AgInfoNet as the leading Canadian agriculture website. It is anticipated that these efforts will result in sponsorship and advertising revenues of $150,000 for fiscal year 1999/2000 which will help to sustain the Aginfonet.com website and AgriCarta.

Number of links to AgriCarta site

At the launch there were 800 links established and another 400 by the end of April 1998. Now there are 6215 links. Just as important as the number of links, is the quality of those links. With two agrologists working on the AgriCarta initiative, many links were deleted as they were not relevant to prairie agriculture; so only quality links appear in AgriCarta. Maintenance of high quality links and content remains a priority for AgriCarta.

Feedback from annual survey

In April 1999 the Trimension Group of Saskatoon completed our annual market survey of Internet use by Saskatchewan producers. Highlights of the 1999 *Farm Internet Survey* include:

- 50% of respondents have heard of AgriCarta
  - Compared to 34% in 1998
  - Of those 50%, 38% have accessed it.
- Producers heard about AgriCarta mainly through AgInfoNet or through surfing, word of mouth, trade shows, and other media such as farm publications, the newspaper, and television.
- Producers like AgriCarta because it offers interesting, general information and is easy to navigate.

Angus Reid Survey

In the spring of 1999, the Angus Reid Group launched a new syndicated study: Ag Webrate™. This study involved the evaluation of agricultural web sites by producers from Alberta, Saskatchewan, Manitoba and Ontario. Eight different agricultural web sites were evaluated based on content, format & design and navigational issues.

Some highlights of the survey are:

- Awareness of AgriCarta
  - Saskatchewan - 42%
  - Manitoba - 14%
  - Alberta - 8%
  - Ontario - 5%
- Frequency of Use:
  - 38% visit the site only as needed
  - 13% visit the site on a monthly basis
  - 10% visit the site on a weekly basis.
  - 22% had never visited the web site before
  - Saskatchewan recruits visited the Agricarta site more frequently
    - 17% visiting it on a monthly basis
    - 12% visiting it weekly.

- Best Agricultural Web Sites
  - Ropin' the Web - 16%
  - AgInfoNet and Agricarta - 14%
- The response to Agricarta by producers that evaluated this site was positive
  - 23% of responses being very positive
  - 8% being positive or very positive
  - Producers from Saskatchewan reacted more positively
    - 94% giving a positive response
    - Manitoba - 85%
    - Alberta - 65%
- Agricarta was "liked" for the relevance of information (25%) as well as its ease of use and understanding (20%)

Change in level of adoption

Farmers in Saskatchewan have increased their usage of the Internet over the last two years. In April of 1997 10% (4% in 1996) of Saskatchewan farmers were using the Internet for agricultural purposes, largely for information. In 1998 our results indicate 16%. Based on a 1999 AIMS survey farmers in Saskatchewan on the Internet continues to increase and is now over 25%. The usage is changing, as a significant number of Internet users use it on a daily basis, and many are interested in using it for more than just receiving information.

Web Trends Software

AgInfoNet uses a "WebTrends" software package to measure usage of the AgInfoNet and AgriCarta websites. WebTrends software is used by many websites to conduct statistical analysis of web traffic.

Beginning in September 1999, a separate report for AgriCarta usage has been generated. Based on this report, traffic to AgriCarta is measured at over 15,000 user sessions or "visits" per month. This is a significant level of usage, compared with other areas of AgInfoNet.

4.0 Equipment

Update as of March 31, 2000:

Equipment purchased or rented with project funds:

Internet Server and Internet Connection

AgInfoNet has negotiated a lease agreement to March 30, 2000 with SaskTel for an Internet server, and dedicated connection to the Internet, to 'house' Warren's Farm and Ranch Directory / AgInfoNet On-Line, AgriCarta, and the AgInfoNet website. Payments for the server and Internet access started September 1, 1997 and is paid for from budgeted funds from AFIF under Activity 1 and Activity 4 of our contract, and from the AgInfoNet budget. Lease renegotiations began in January 2000 and are currently ongoing to renew this agreement or to enter into a new one for April 1, 2000 and beyond.

Internet Server for Net.commerce

AgInfoNet has negotiated a web hosting agreement to March 31, 2000 with McNair Business Development Inc. on a short-term basis. The E-commerce site is setup on an NT operating system supplied by McNair Business Development Inc. with the following server environment.

- 400 MHz Intel Celeron Processor
- 4.3 Gig Harddrive
- 128 MB of RAM
- Daily backups with offsite storage and network monitoring
- NT operating system, configures
- Locked server
- A UNIX firewall will be provided as well as NT security features configured at McNair Business Development Inc.'s cost.

Office Space / Computer Equipment / Internet Connection

Office space, computer equipment and dedicated Internet connection were leased for students for two months in 1997, for the four months in 1998, and for the eight months in 1999 that students were working under Activity 4.

Computer Monitor

A large 17" computer monitor was purchased to be used to demo AgriCarta at trade shows and meetings.

Tradeshow Booth

A tradeshow booth was purchased in the spring of 1998 for use during the course of the project at major tradeshows.

Digital Camera

A digital camera was purchased in the fall of 1998 for use with the On-Line catalogue.

Tradeshow Booth Update

New panels for the tradeshow booth were purchased in the fall of 1999 to reflect the changes to the website.

5.0 Project Photos

Update to March 31, 2000:

Attached are current printouts of the

- AgriCarta Home Page
- AgriCarta Survey
- Affiliates of the Day area of AgInfoNet
- Weather Page
- Market's Page
- AgEvents Area
- Ag Industry Links Area
- AgInfoNet Business Centre
- MAINstreet

6.0 Innovation Fund Acknowledgement

We have assisted Joe Ralko when requested to help promote AFIF.

Update to December 31, 1997:

We were in regular contact with Joe Ralko of AFIF to ensure that we appropriately acknowledge that these projects have been funded by AFIF. We incorporated the AFIF logo into the new AgInfoNet partnership page. We incorporated the logo on the AgriCarta homepage.

Update to April 30, 1998:

We provided some options to the AFIF Board to promote greater visibility throughout AgriCarta for the funding contribution of AFIF. Direction was received and changes have been made to the site.

The media event planned for AgriCarta on January 8 was cancelled.

AgriCarta and its funding source have been mentioned during radio interviews and press interviews.

We have been included in a number of publications. We have contributed to stories and articles and radio interviews as requested by Joe Ralko.

Update as of August 31, 1998:

We produced a brochure titled " Information Technology and Prairie Agriculture" in conjunction with a number of sponsors including AFIF. This brochure received wide distribution.

We prepared a joint AgInfoNet/AgriCarta presentation folder for use in meetings to promote AgriCarta/AgInfoNet. Acknowledgement is given to AFIF.

Update as of January 31, 1999:

There is appropriate recognition of AFIF on the On-Line Catalogue homepage, as well as recognition on the Business Registry brochure.

Update as of June 30, 1999:

Recognition continues throughout AgInfoNet's website. No new collateral material has been produced.

Update as of March 31, 2000:

Recognition continues throughout AgInfoNet's website. AFIF's logo appeared on the 2000 AgInfoNet User Guide for E-commerce and on the Sponsor Board of the March 2000 Conference titled "E-Business for Agriculture – It's Here", and on the conference folders.

7.0 Project Public Information Materials

In the first year, two pieces of public information, a brochure concerning AgriCarta and one for Warren's Farm and Ranch Directory / AgInfoNet Online were developed and distributed.

In 1998, a brochure on survey results, a presentation folder, a special insert page and a tradeshow booth were developed. A brochure for the Business Registry and a brochure for the On-Line Catalogue were produced and distributed in the fall of 1998.

The AgriCarta display has appeared at the following trade shows:

August 6, 1998 - Grain Bin Giveaway in Kindersley
August 8 & 9, 1998 - Weyburn Wheat Festival
November 11-14, 1998 - Yorkton Harvest Showdown
November 22-29, 1998 - Canadian Western Agribition
January 12-15, 1999 - Crop Production Show
January 19 & 20, 1999 - Cattlemen's Corral Crop Visions
January 23, 1999 - Saskatchewan Livestock Convention
February 16, 1999 - Watrous – "Innovations to Diversification and Development"
February 22, 1999 - Saskatchewan Management Plus Launch (Leroy)

February 25, 1999 - Yorkton Forages Seminar
March 6, 1999 - Saskatchewan Katahdin Sheep Association AGM
March 10, 1999 - AgInfoNet Conference
March 17 & 18, 1999 - Prince Albert Farm Fair
March 18, 1999 - Yorkton – Seabuckthorn Seminar
April 8-10, 1999 - Agri-Mex (North Battleford)
April 16-18, 1999 - Nipawin Lions Trade Show
May 13-15, 1999 - Saskatchewan Library Association AGM
June 16-19, 1999 - Farm Progress Show
June 24, 1999 - Beef Development Centre Field Day
September 30, 1999 – STEP (Saskatchewan Trade and Export Partnership) Annual General Meeting
November 22-28, 1999 – Agribition
January 11-14, 2000 - Crop Production Show
January 18-20, 2000 – Manitoba Ag. Days
February 2-3, 2000 – SK. West Forum 2000 (Rosetown, SK.)
February 15-17, 2000 – CAAR Convention (Canadian Association of Agricultural Retailers)
March 23, 2000 – AgInfoNet Conference

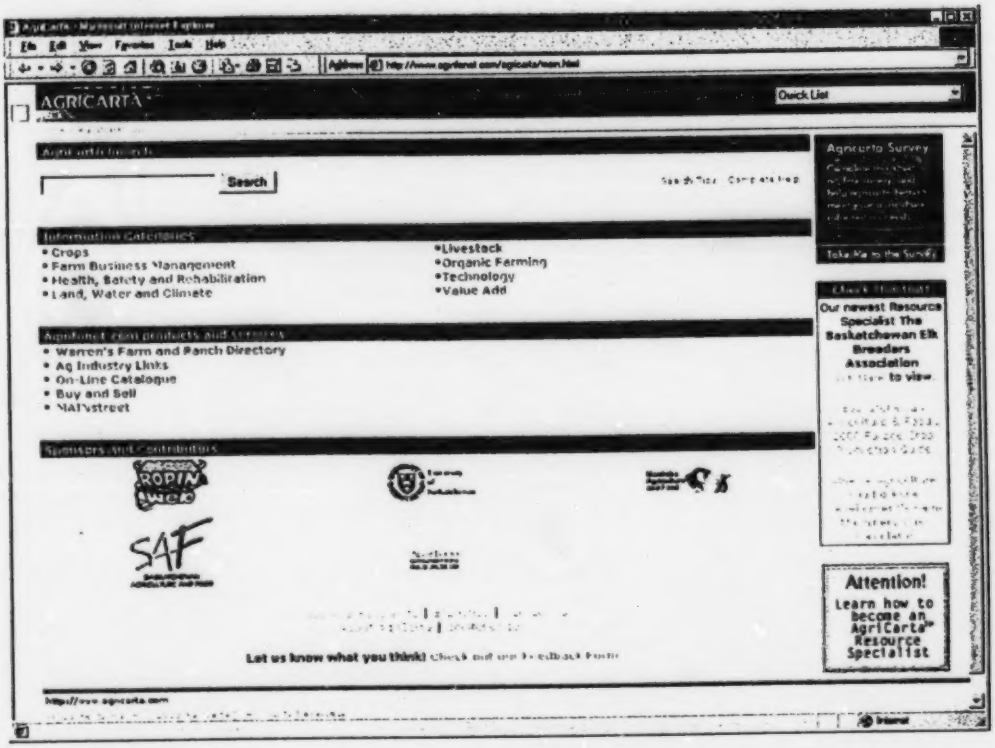
We attended the Joint Library Conference in May 1998 and the Manitoba Rural Library Conference in Brandon September 23-25, 1998.

The AgriCarta display will appear at the following trade shows in the upcoming months:

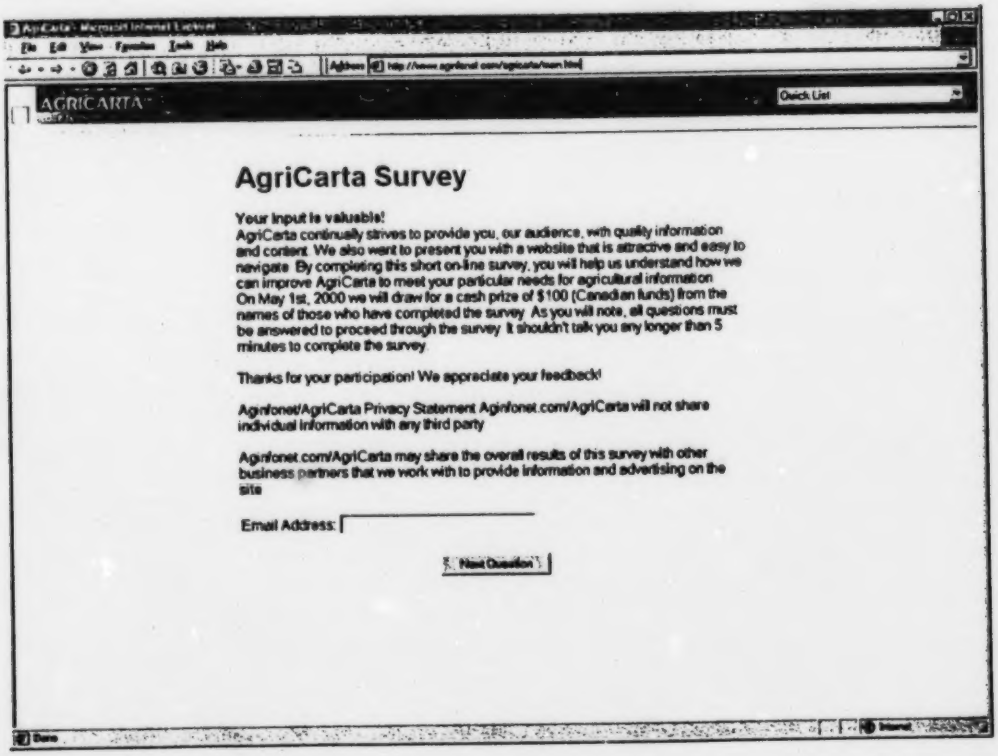
June 2000 – Western Canada Farm Progress Show (Regina, Saskatchewan)
November 2000 – AgriTrade (Red Deer, Alberta)

AFIF's logo appeared on the 2000 AgInfoNet User Guide for E-commerce. 50,000 copies were distributed beginning at Agribition in November 1999. As well, on the conference packages, 150 copies were distributed.

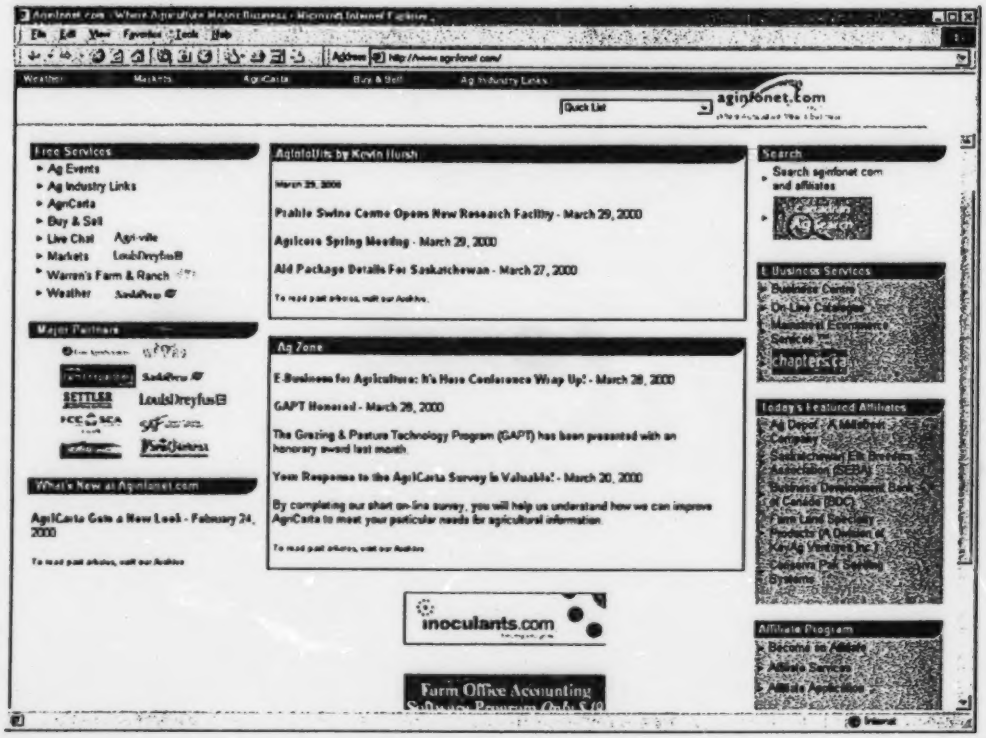
Agricarta home page



Agricarta survey


AGRICARTA
Quick List
AgriCarta Survey
Your input is valuable!
AgriCarta continually strives to provide you, our audience, with quality information and content. We also want to present you with a website that is attractive and easy to navigate. By completing this short on-line survey, you will help us understand how we can improve AgriCarta to meet your particular needs for agricultural information. On May 1st, 2000 we will draw for a cash prize of $100 (Canadian funds) from the names of those who have completed the survey. As you will note, all questions must be answered to proceed through the survey. It shouldn't talk you any longer than 5 minutes to complete the survey.
Thanks for your participation! We appreciate your feedback!
Agrinfonet/AgriCarta Privacy Statement Agrinfonet.com/AgriCarta will not share individual information with any third party
Agrinfonet.com/AgriCarta may share the overall results of this survey with other business partners that we work with to provide information and advertising on the site
Email Address:

"Affiliates of the Day" area of Aginfonet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Ag Events
Ag Industry Links
AgriCarta
Buy & Sell
Live Chat
Markets
Warren's Farm & Ranch
Weather
Major Partners
What's New at Aginfonet.com
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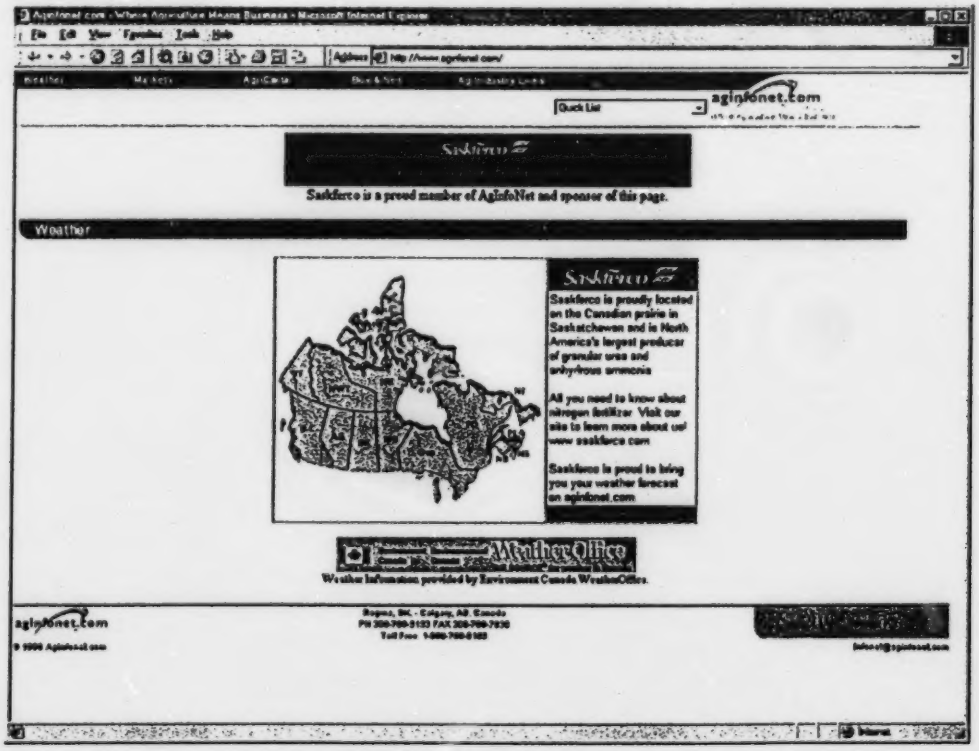
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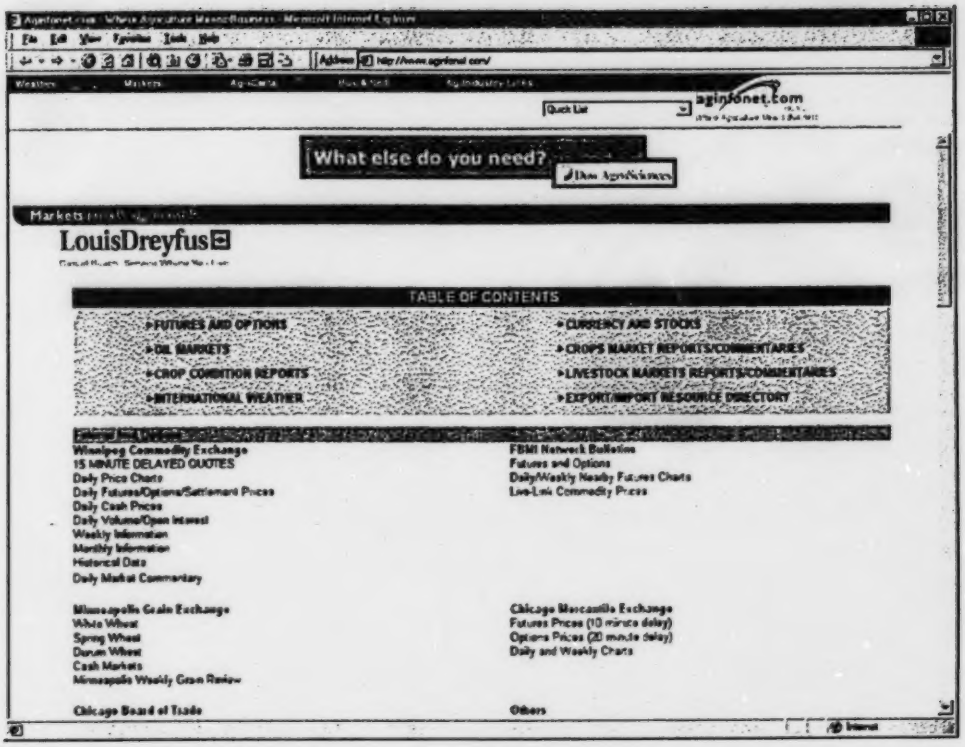
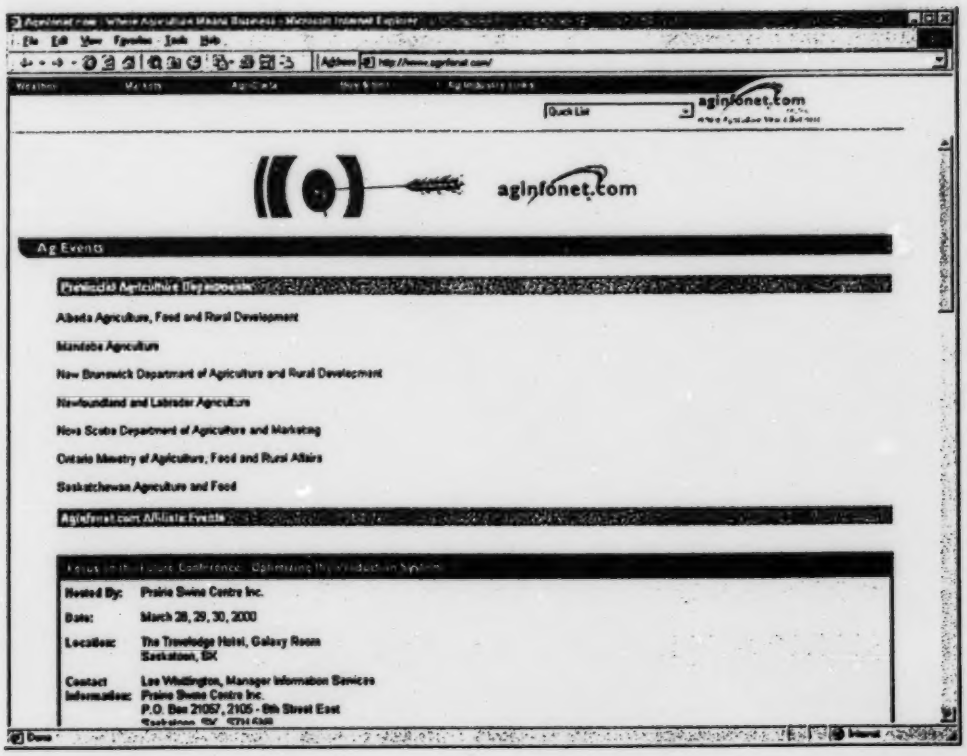


AgEvents area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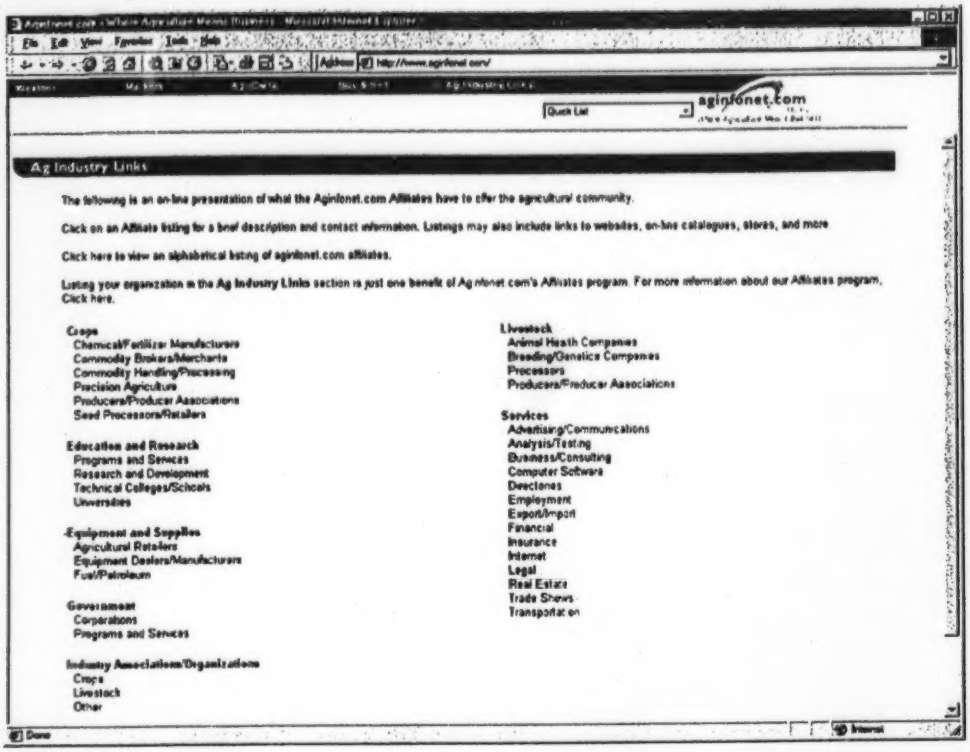
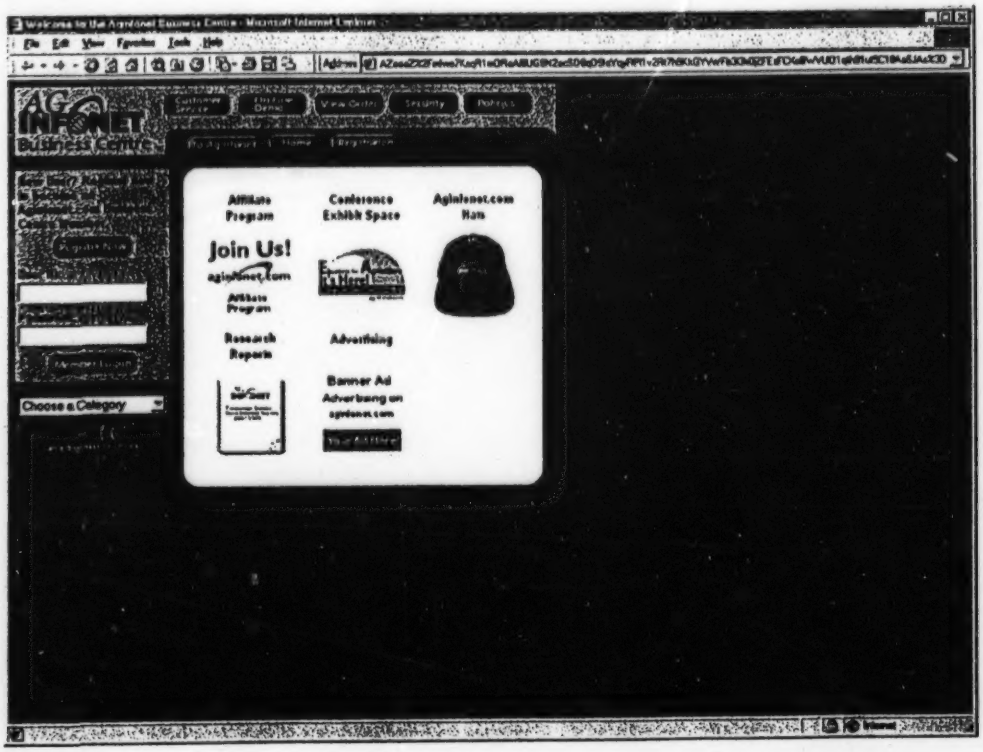
Provincial Agriculture Departments
Alberta Agriculture, Food and Rural Development
Manitoba Agriculture
New Brunswick Department of Agriculture and Rural Development
Newfoundland and Labrador Agriculture
Nova Scotia Department of Agriculture and Marketing
Ontario Ministry of Agriculture, Food and Rural Affairs
Saskatchewan Agriculture and Food
Agrifonet.com Affiliate Events
Hosted By: Prairie Swine Centre Inc.
Date: March 28, 29, 30, 2000
Location: The Travelodge Hotel, Galaxy Room
Saskatoon, SK
Contact Information: Lee Whittington, Manager Information Services
Prairie Swine Centre Inc.
P.O. Box 21057, 2105 - 8th Street East

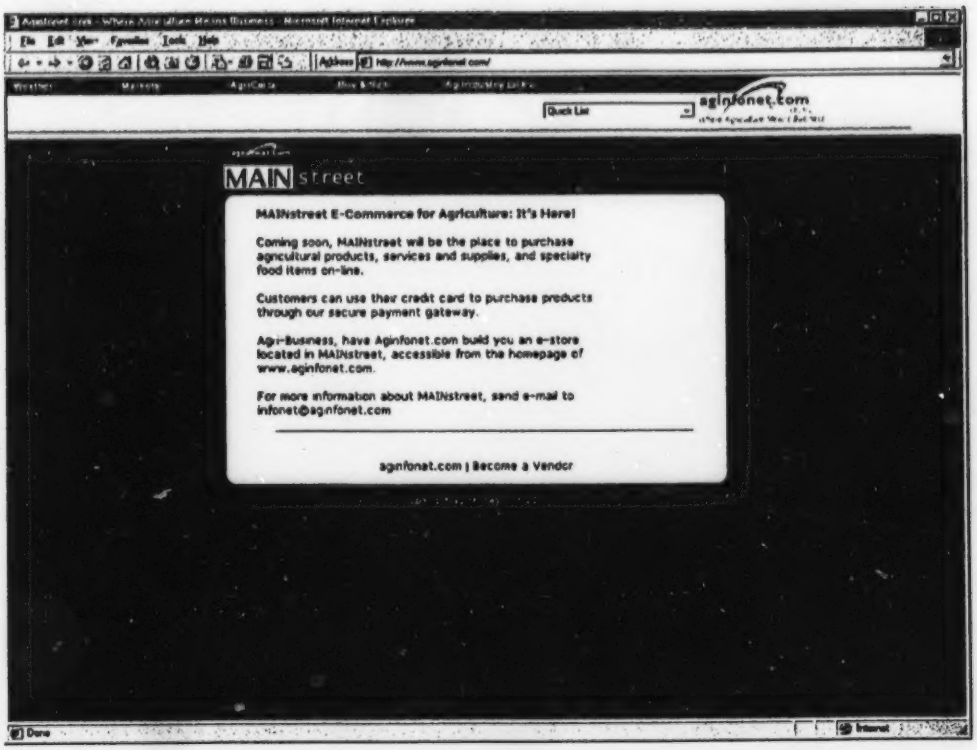
AgIndustry links area



Aginfonet Business Centre



MAINstreet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